

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 161755Z OCT 75
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 5654
INFO USDOC WASHDC
DOD WASHDC
USAF WASHDC
DA WASHDC
CNO
FAA WASHDC
FAA BRUSSELS
USIA WASHDC
NASA WASHDC
DOT WASHDC

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DOD FOR DSAA, LA, ISA, PA; USAF FOR XD, RD, LG; CNO
FOR OPS 63.

E.O. 11652: N/A

TAGS; BEXP UK

SUBJECT: USG PARTICIPATION FARNBOROUGH INTERNATIONAL
AIR SHOW 1976, SEPT. 5-12

REF: STATE 207071

1. AFTER CAREFULLY STUDYING USDOC PROPOSALS IN SUPPORT OF FARNBOROUGH '76 CONTAINED IN REFTEL AND EXAMINING OWN RESOURCES, WE CAN ACCEPT RESPONSIBILITY FOR REQUIRED ACTIONS CONTAINED PARA 2 REFTEL WITH ONE EXCEPTION. WE BELIEVE WASHINGTON SHOULD TAKE INITIATIVE WITH USG AGENCIES STATESIDE CONCERNED WITH PROPER U.S. IMAGE, PARTICULARLY DURING BICENTENNIAL YEAR, AT FARNBOROUGH, I.E., DOD, DOT, FAA, NASA. EMBASSY PREPARED SUPPLEMENT THESE INITIATIVES IF REQUIRED.

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2. EMBASSY DESIGNATING COMMERCIAL COUNSELOR AS PRINCI-

PAL COMMERCIAL OFFICER (PCO) THIS OPERATION AND TRADE CENTER ROLE WILL BE LIMITED TO ASSURING THAT PLANNING AND OPERATING EXPERIENCE GAINED THROUGH PARTICIPATION FARNBOROUGH '74 WILL BE FULLY UTILIZED.

3. POST PLANS CONDUCT IMMEDIATE POLL 1974 FARNBOROUGH PARTICIPANTS AND PROSPECTIVE 1976 PARTICIPANTS TO DETERMINE (A) INTEREST IN PARTICIPATING UNDER USG AUSPICES SIMILAR TO '74; AND (B) INDUSTRY ACCEPTANCE OF FEE OF APPROXIMATELY US\$5,000. INCREASE OVER 1974 FEE ACCOUNTED FOR PRINCIPALLY BY 75 PERCENT INCREASE IN SPACE COST FEES AND ESTIMATED 66 PERCENT COST INCREASE IN STAND FITTINGS, AND A GENERAL INFLATION RATE OF 50 PERCENT DURING TIME PERIOD.

4. IF POLL FAVORABLE, EMBASSY WOULD PROPOSE, WITH DEPT'S CONCURRENCE, TO CONTRACT DIRECTLY WITH A U.S. EXHIBITION FIRM NOW ESTABLISHED IN UK TO HANDLE VIRTUALLY ALL ASPECTS OF ORGANIZATION, SETTING UP, AND OPERATION OF U.S. NATIONAL EXHIBIT. SUCH A CONTRACT OR AGREEMENT WE ENVISAGE COULD ENTAIL U.S. FIRM ACTUALLY RECEIVING FUNDS DIRECTLY FROM U.S. EXHIBITORS, DISBURSING THEREFOR, AND CHARGING A PRE-SET FEE OF PERHAPS 15 PERCENT OF SHOW COST, PLUS CERTAIN EXPENSES, FOR THIS WORK. CONTRACT WOULD PROVIDE FOR FIRM'S WORK TO BE DONE ON A STAGED BASIS SUBJECT TO PCO POLICY GUIDANCE AND PRIOR APPROVAL. MOREOVER, ALL DISBURSEMENTS WOULD BE SUBJECT TO PRE-AUDIT AND POST-AUDIT BY USG REPRESENTATIVE.

5. ASSUMING FAVORABLE POLL, POST WILL REQUIRE IMMEDIATE AUTHORIZATION TO APPLY COMMERCE FUNDS FOR DOWN PAYMENT BY JANUARY 1976. RICHARDSON

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